## Transportation and Marketing

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
MONTANA	799,065	902,195	911,769	928,339
MEDIAN AGE (YRS)		37.3	38.1	39.1
HISPANICS (ANY RACE)		18,081	19,024	20,837
STATE'S PERCENTAGE		2.00%	2.09%	2.24%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		817,229	823,566	835,780
STATE'S PERCENTAGE		90.58	90.33	90.03
MEDIAN AGE (YRS)		38.4	39.4	40.9
BLACK/AFRICAN-AMERICAN		2,692	2,931	3,130
STATE'S PERCENTAGE		0.30	0.32	0.34
MEDIAN AGE (YRS)		23.7	23.8	24.0
AMERICAN INDIAN/NATIVE		56,068	57,871	59,715
STATE'S PERCENTAGE		6.21	6.35	6.43
MEDIAN AGE (YRS)		24.4	24.8	25.7
ASIAN		4,691	4,919	5,322
STATE'S PERCENTAGE		0.52	0.54	0.57
MEDIAN AGE (YRS)		29.7	29.6	29.7
HAWAII/PACIFIC ISLANDER		470	491	549
STATE'S PERCENTAGE		0.05	0.05	0.06
MEDIAN AGE (YRS)		29.6	28.7	28.6
OTHER		5,315	5,718	6,377
STATE'S PERCENTAGE		0.59	0.63	0.69
MEDIAN AGE (YRS)		25.8	26.0	26.0
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			107,167 324,881 479,721	107,306 328,939 492,094

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

## Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN			
PER CAPITA	\$36,817		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$12,625,469,000	\$15,598,193,000	23.55%
FOOD AT HOME TOTAL	\$1,725,583,900	\$1,946,335,800	12.79%
FOOD AWAY FROM HOME TOTAL	\$1,295,808,200	\$1,600,344,900	23.50%
FOOD AS % OF TOTAL EXPENDITURES	23.93%	22.74%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$298,160,300	\$339,808,900	13.97%
FISH & SEAFOOD PRODUCTS	\$30,402,900	\$34,228,900	12.58%
FRUITS & VEGETABLES	\$189,804,800	\$210,783,300	11.05%
DAIRY PRODUCTS	\$199,643,100	\$224,873,200	12.64%
BAKERY PRODUCTS	\$183,704,300	\$201,039,100	9.44%
CEREALS & PRODUCTS	\$95,543,600	\$109,350,500	14.45%
PREPARED FOODS	\$298,678,800	\$338,627,000	13.37%
JUICES	\$44,915,200	\$49,812,300	10.90%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$91,452,100 \$40,781,200 \$50,670,900	\$125,065,500 \$53,799,700 \$71,265,700	36.76% 31.92% 40.64%
LUNCH FAST FOOD FULL SERVICE	\$323,541,000 \$200,455,500 \$123,085,500	\$398,160,300 \$239,978,200 \$158,182,100	23.06% 19.72% 28.51%
DINNER FAST FOOD FULL SERVICE	\$467,983,200 \$199,068,100 \$268,915,100	\$589,229,500 \$239,288,200 \$349,941,300	25.91% 20.20% 30.13%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

## Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$814	\$897	10.20%
POULTRY	\$234	\$259	10.68%
EGGS	\$47	\$50	6.38%
FISH & SEAFOOD	***	• • •	
FRESH	\$39	\$41	5.13%
FROZEN	\$27	\$31 *10	14.81%
CANNED	\$18	\$18	0.00%
FRUITS / VEGETABLES			
FRESH	\$355	\$384	8.17%
CANNED	\$86	\$96	11.63%
FROZEN	\$55	\$56	1.82%
OTHER	\$22	\$21	-4.55%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$171	\$183	7.02%
CHEESE	\$143	\$148	3.50%
ICE CREAM	\$88	\$96	9.09%
BUTTER / MARGARINE	\$44	\$53	20.45%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$389	\$412	5.91%
COOKIES	\$69	\$73	5.80%
CRACKERS	\$43	\$46	6.98%
OFDEALO & BRODUCTO			
CEREALS & PRODUCTS	¢1 <i>E1</i>	\$16 <i>1</i>	6.400/
CEREALS PASTA PRODUCTS	\$154 \$47	\$164 \$54	6.49% 14.89%
FLOUR & MIXES	\$47 \$42	\$54 \$50	19.05%
RICE	\$42 \$18	\$30 \$21	16.67%
RICE	φιο	φ2 Ι	10.07 %
PREPARED FOODS			
SNACKS/CHIPS	\$129	\$148	14.73%
JUICES	\$123	\$131	6.50%
FROZEN/PREP. OTHER	\$103	\$120	16.50%
SOUPS	\$64	\$74	15.63%
SAUCES & GRAVIES	\$68	\$67	-1.47%
BABY FOOD	\$42	\$45	7.14%
FROZEN MEALS	\$43	\$49	13.95%
NUTS	\$31	\$33	6.45%
SALADS	\$25	\$30	20.00%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch**